

WHAT IS CLAIMED IS:

1. Care agents comprising matrix particles having a perfume component and a washing-active surfactant component.
- 5 2. Care agents according to Claim 1, comprising 0.1 to 50 parts by weight of a washing-active surfactant component.
- 10 3. Care agents according to Claim 2, comprising 1 to 20 parts by weight of a washing-active surfactant component.
4. Care agents according to Claim 3, comprising 5 to 10 parts by weight of a washing-active surfactant component.
- 15 5. Care agents according to Claim 1, comprising 0.1 to 20 parts by weight of matrix particles.
- 20 6. Care agents according to Claim 5, comprising 5 to 15 parts by weight of matrix particles.
7. Care agents according to Claim 6, comprising 8 to 12 parts by weight of matrix particles.
- 25 8. Care agents according to Claim 1, comprising 60 to 99 parts by weight of water.
9. Care agents according to Claim 8, comprising 65 to 95 parts by weight of water.
- 30 10. Care agents according to Claim 9, comprising 80 to 90 parts by weight of water.

11. Care agents according to Claim 1, comprising a perfume component.
12. Care agents according to Claim 11, comprising 0.1 to 20 parts by weight of perfume component.
13. Care agents according to Claim 12, comprising 0.3 to 5 parts by weight of perfume component.
14. Care agents according to Claim 13, comprising 0.5 to 2 parts by weight of perfume component.
15. Care agents according to Claim 1, comprising 0.1 to 10 parts by weight of an electrolyte.
16. Care agents according to Claim 15, comprising 0.2 to 5 parts by weight of an electrolyte.
17. Care agents according to Claim 15, comprising 0.3 to 3 parts by weight of an electrolyte.
18. Care agents according to Claim 1, wherein the matrix particles comprise a diameter of from 0.01 to 20 mm.
19. Care agents according to Claim 18, wherein the matrix particles comprise a diameter of from 0.1 to 10 mm.
20. Care agents according to Claim 1, wherein the matrix particles comprise gelatinous polysaccharides.
21. Care agents according to Claim 1, wherein the matrix particles comprise a gelatinous polymer of glucose, glucuronic acid and rhamnose.

22. Care agents according to Claim 21, wherein the matrix particles comprise a gelatinous polymer of glucose, glucuronic acid and rhamnose in the ratio 2:1:1.

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23. Care agents according to Claim 1, wherein the matrix particles comprise fillers, cosmetic additives, dyes or active ingredients.

24. Body cleansing compositions comprising care agents which
10 comprise matrix particles having a perfume component and a washing-active surfactant component.

25. Housecleaning products comprising care agents which comprise
15 matrix particles having a perfume component and a washing-active surfactant component.